

MARLBORO

1. Advertising

- ° Presentation of interrupters and specials tentatively scheduled for the week of July 10.

2. Promotion

- ° Sports Bag/Sports Gear Promotion scheduled for June. All POS materials in the field and all Sports Gear items delivered. Don Jagoda is handling program fulfillment. We will conduct consumer research in conjunction with this program.
- ° Keyring two-pack scheduled for November. Keyrings and blister cards have been approved and are in production with initial delivery to begin the week of June 8. The Agency is developing POS and management materials with presentation scheduled for the week of June 25.
- ° Linerider Jacket self-liquidator scheduled for September weeklies and October monthlies. The ad has been approved and is being engraved.
- ° Permanent Red Roof Lighter/Marlboro counter display test program is underway in the field. Two mini-markets - New London/Norwich CT and Hagerstown, MD - have been selected. An initial program recommendation is scheduled for the week of July 9.
- ° Presentation of specific multiple pack and carton incentive items for 1985 scheduled for the week of June 25.
- ° Presentation of the Chuckwagon Cooking Super A-1 tentatively scheduled for the week of July 16. At this point, a May/June 1985 program date is planned.

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3. Marlboro Country Music

° The Spring Tour of ten concerts will be completed the weekend of June 23 - 24 in Lakeland and Jacksonville, Florida.

° Fall tour cities have been finalized as listed below:

- Oct. 19 - Coliseum - Denver, CO
- Oct. 21 - Municipal Auditorium - Kansas City, KS
- Oct. 26 - Convention Center - Cleveland, OH
- Oct. 27 - Joe Louis Arena - Detroit, MI
- Nov. 2 - Myriad Arena - Oklahoma City, OK
- Nov. 3 - Assembly Center - Tulsa, OK
- Nov. 10 - Convention Center - Anaheim, CA
- Nov. 30 - Horizon - Chicago, IL
- Dec. 1 - Ohio Center - Columbus, OH
- Dec. 2 - Freedom Hall - Louisville, KY

° The main Fall talent package is Barbara Mandrell, Ronnie Milsap and Lee Greenwood.

4. Marlboro Ski Challenge

° Expansion of Ski Challenge for the 1984-85 season to 14-15 resorts (from 10) has been approved.

5. Marlboro Hispanic Festival Program

° Schedule of Hispanic events for June-July:

- Kuno State Hispanic Festival - June 30-July 1 (Corpus Christi, TX)
- Magic Valley Music Festival - July 4 (Rio Grande Valley)
- La Feria de San Marcos - July 13-22 (Chicago)
- Festival Puertorriqueno - July 19-22 (Boston)
- Penn's Landing Hispanic Fiesta - July 28 - 29 (Philadelphia)

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- Humboldt Park Hispanic Festival (Chicago, June 5-10): successfully completed, estimated attendance 400,000 people.
- 6. Marlboro Resort Program
  - Summer
  - Sales Force currently finalizing arrangements for conducting programs in July and August.
  - Redemption Program:
    - Test program planned for Summer Resort areas.
    - General locations include Dune Road, Long Island; Wildwood, NJ; Falmouth, MA and Ocean City, MD.
    - Specific locations have been identified and will be finalized by the end of June.
- 7. Auto Racing
  - Details are finalized regarding Grand Prix involvement, with two events scheduled - Detroit (June 22-24) and Dallas (July 6-8).
  - Souvenir poster completed.
  - Continuing to explore possible CART involvement in 1985 to include Indianapolis.
- 8. Marlboro Cup
  - The Marlboro Cup is scheduled for September 29.
  - All promotional material and advertising layouts have been approved and are in production.
- 9. Point of Sale in Development/Production
  - "Sold Here" vertical signs (4th Cycle)
  - General Market Metal Sign (4th Cycle)
  - Small Department Marker (5th Cycle)
  - Large Department Marker (5th Cycle)
  - Mini Counter Balance Sign (5th Cycle)

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- Spanish Metal Sign (5th Cycle)
  - Walking Cowboy Decal (tentatively 5th Cycle)
  - Ashtray (6th Cycle)
  - Supermarket Multipurpose Sign (6th Cycle)
  - Die-cut metal sign (art and keyline approved - to be scheduled)
10. Miscellaneous
- 25's scheduled for test beginning July 2. Indianapolis, IN and Spokane, WA have been selected as test markets.
  - 5-Pack carton test program under development. Basic program details being finalized with Sales, creative look for POS approved, outer cartons being redesigned, awaiting final approved 5-Pack cartons to shoot art. Portland, ME and Johnstown/Altoona, PA have been selected as test markets. Based on continued program refinement test start date will not be September 3 and is still to be determined.
  - Marlboro Summer Sampling Program on schedule for June-August period.

PLAYERS

1. Advertising
- New "bleed" format complete and ready for presentation to management.
  - Wells, Rich, Greene has submitted test recommendations for Players for Brand discussion.

2044223029

PLAYERS LIGHTS 25'S

1. Advertising
  - First closing 6/25. Magazines, ROP, Outdoor approved. On schedule.
2. Point of Sale
  - Management materials in production. Delivery date - 7/16.
  - All cycle/special p.o.s. materials approved and in production. On schedule. Delivery date - 7/27.
3. Supplementary Display Program
  - Movie Trivia Game two-pack incentive approved. On schedule. Delivery date - 8/6.
  - Scripto Lighter two-pack incentive approved. On schedule. Delivery date - 8/27.
  - 2 for 1 carriers in production. On schedule.
4. Sampling
  - Sampling sleeves in production. On schedule.
  - Direct Mail program. Materials to be reviewed week of 7/2.
  - Part-time sampling program materials in production. Manual under review.
  - ROP coupon ad being developed. Will review week of 7/2.
5. Management Meetings
  - Script for audio visual presentation approved. Light box review - 7/9.
  - Ad reprints, media schedules, pricing work sheets, management materials - in production.
  - P.O.S. to be provided as available.
6. Manufacturing
  - Production samples - initial run week of 6/18.
7. Test Markets
  - Market changes approved 6/22. Approved markets - Hartford, Oklahoma City/Tulsa, Nashville, Charleston.

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VIRGINIA SLIMS

1. Advertising

- ° On-going.  
Ethnic Shoot edit June 20.  
Mainline Shoot completed. Edit expected week of 7/2.
- ° Exploring Hispanic treatment of campaign.

2. Promotions

- ° 1985 Book of Days - in production, on schedule for 4th quarter A-1 and Media offer.
- ° Little Black Book - July two-pack on schedule.
- ° Developing clothing items for 1985 self-liquidator.
- ° T-Shirt - Fulfillment continues from A-1 and Media offer. 380,000 orders to date.

3. Special Programs

- ° Tennis - Virginia Slims World Championship Series continues in Europe. Special event planned for Wimbledon. Next named event, Virginia Slims of Newport, July 30 - August 5.
- ° Tennis contract renewal, for 1985-86 sponsorship period, signed during French Open.
- ° Mall Program - Materials are being developed for September/October tests in Los Angeles and Atlanta.
- ° Slimshop (Formerly Pro Shop) - in development. Brochure to be part of Mall Program test. Prototypes to be shot for catalog week of 7/16.

4. Test Products

- ° Ovals - Test marketing starts July 2 in Birmingham, Rochester and Las Vegas. Management sell-in underway.

5. Point of Sale

- ° Fifth Period P.O.S. in production.
- ° Ethnic Metal Sign (5th Period) in production.

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Virginia Slims con't

- Aisle Closed (6th Period) in production.
- Wall Calendar - In development for both mainline and ethnic, 6th Period.
- Large Ethnic Door Decal being explored for 1st Period 1985.

BENSON & HEDGES

1. Advertising
  - Shoot scheduled weeks 7/2 & 7/9.
2. Packaging
  - Revised packaging test on-going. Test evaluation and recommendation to management expected early July.
3. Promotion
  - Media based 100 100's Sweepstakes scheduled for October/November.
  - On-carton coaster set, October A-1, in production, on schedule.
  - First Period two-pack in development.
4. Test Programs
  - Extra Spending test starts 7/30 in four markets: Lubbock/Fresno - Lights; Seattle - DUL; Shreveport - DUL Menthol. Heavy up includes media and point of sale.
5. Point of Sale
  - Ethnic/Spanish Register Clock - in field, 4th Period.
  - Order divider, in production, on schedule, 5th period.
  - Counter protector - in development for 1st Period, 1985.

MERIT

1. Advertising

- Review of Mid-Range, Portrait shoot due week of 7/2.
- Media extra spending test began 6/4 in Portland, OR and San Antonio. Developing September promotional program for Portland. Pre-test interviewing conducted by Research. Top-Line due week of 7/2.
- Full page ROP flight completed week of 6/18.

2. Promotion

- Belt and Buckle A-1 scheduled for August. Production on schedule.
- Map Light two-pack scheduled for August. Production on schedule.
- Merchandising Program on hold for future use.
- Trade Sweepstakes scheduled to run in September. On target.
- Merit Brass lighter (Zippo) selected as October Media self-liquidator. To management for approval week of 7/2.
- Ship's Locker in the works for First Quarter 1985. Meeting with various suppliers to determine availability/timing/cost of items.
- Publicity event concept (Race Around the Horn) being reviewed. To management week of 7/2.

3. Point of Sale

- Quartz Clock (6th Sales Period)
- Change Mat (1st Sales Period 1985)
- Calendar (1st Sales Period 1985)
- Metal Sign (Unscheduled)

4. Miscellaneous

- Two of three Merit vans sold. Sale of final van expected by 7/9.

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PARLIAMENT

1. Advertising

- ° Doyle Dane Bernback developing creative for the three campaigns chosen at the last creative review. "City Lights" and "Taste Makers" to be shot in New York on 6/28, 6/29. "Diagonal" to be shot week of 7/7.
- ° Comps using new photography to be submitted for Brand review week of 7/16.

SARATOGA

1. Advertising

- ° New creative executions of long, stylish ad strategy reviewed on 6/21.
- ° Leo Burnett to further develop two of the campaign ideas presented.
- ° Revised copy and comps to be presented week of 7/16.